

American Airlines

Introduction

This case study of American Airlines is based on a May 2023 survey of O.C. Tanner customers by TechValidate, a 3rd-party research service.



“They are the best of the best and their strategies and research have supported our goal to make culture a competitive advantage.”

“The additional tools like the mobile app, outlook, and teams plug-ins. A robust rewards catalog.”

“The people and research that supports their tools and strategies. Everyone is top-notch! The Institute is also a great resource.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select O.C. Tanner:

- Recognizing at scale
- Negative workplace culture
- Negative employee feedback
- Low engagement scores
- Needing to create, replace, modernize, or consolidate recognition program(s)

Company Profile

Company:
American Airlines

Company Size:
Fortune 500

Industry:
Transportation Services

Use Case

The key features and functionalities of O.C. Tanner that the surveyed company uses:

- Daily recognition
- Nominations
- Group Deposits (company-wide recognition)
- Career anniversaries
- Celebrations/Events/Holidays
- Services (consulting, measurement, education, brand communication)
- Awards (gift cards, merchandise, experiences)
- Custom awards (careerscapes, numerals, cubes, etc)
- Retirement
- Physical recognition cards

About O.C. Tanner

O.C. Tanner helps organizations inspire and appreciate great work. Thousands of clients globally use our cloud-based technology, tools, and awards to provide meaningful recognition for their employees. Learn more at www.octanner.com.

Learn More:

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Results

The surveyed company achieved the following results with O.C. Tanner:

- What business and cultural outcomes, if any, has your organization seen as a result of using O.C. Tanner products/services?
 - Employees feel a greater connection between their work and the organization’s purpose
 - Increased employee engagement
 - Improved frequency of recognition moments
 - More visible recognition
 - Stronger connection with leaders
 - A stronger connection with team and colleagues
- They strongly agreed that “O.C. Tanner helps my organization accomplish and appreciate great work.”